

# Content marketing matrix best practices for lead generation

This slide provides insight about various practices to formulate content marketing matrix for improving customer engagement. It includes practices such as designing content matrix, product based content, content classification, content purpose and marketing assets.



## Content purpose

- Determine business objective to identify purpose such as
  - Entertain or inspire
  - Educate or purchase
  - Add text here

## Content assets

- Conduct survey to determine content type based on
  - Customer pain points
  - Preferences
  - Add text here

## Product based content

- Identify product attributes to decide on content type such as
  - Product design
  - Product size
  - Add text here

## Content classification

- Include elements in content such as
  - Infographics
  - Videos, blogs and articles
  - Add text here

## Content marketing assets

- Select various content portfolios to attract customers
- Add text here
- Add text here

# Pro Content Marketing Strategy Explained For Workers

**Katrin Zwirgmaier**



## **Pro Content Marketing Strategy Explained For Workers:**

Eventually, you will unconditionally discover a extra experience and execution by spending more cash. yet when? do you admit that you require to get those all needs next having significantly cash? Why dont you attempt to get something basic in the beginning? Thats something that will lead you to understand even more going on for the globe, experience, some places, afterward history, amusement, and a lot more?

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